

**Columbia County**  
**Quit Line Data Summary**  
January 1 - March 31, 2002

	<u>County</u>	<u>State</u>
<b>Number of Calls to Quit Line</b>	<b>N = 3</b>	<b>N = 4,096</b>
<b>Percent of Statewide Calls</b>	0.07%	100.0%
<b>Percent of State Population in County<sup>1</sup></b>	0.07%	100.0%
	<b>County %</b>	<b>State %</b>
<b>Gender</b>	<b>N = 3</b>	<b>N = 3,737</b>
Female	*	61.7%
Male	*	38.3%
<b>Race/Ethnicity</b>	<b>N = 3</b>	<b>N = 3,032</b>
People of Color	*	12.8%
White	*	87.2%
<b>Age</b>	<b>N = 3</b>	<b>N = 3,176</b>
Less than 18 years old	*	2.3%
18 - 24 years old	*	16.2%
25 - 34 years old	*	23.2%
35 - 44 years old	*	27.0%
45 years and older	*	31.4%
<b>Education</b>	<b>N = 3</b>	<b>N = 3,209</b>
Did not graduate high school	*	19.8%
High school graduate	*	33.3%
Some college/vocational school	*	36.9%
College graduate	*	10.0%
<b>Caller Type</b>	<b>N = 3</b>	<b>N = 3,483</b>
General Information	*	10.6%
Health care provider	*	3.4%
Tobacco user	*	86.1%
<b>Payer Type</b>	<b>N = 1</b>	<b>N = 2,167</b>
Insured	*	40.2%
Uninsured	*	25.1%
Medicaid	*	34.7%
<b>Heard About</b>	<b>N = 3</b>	<b>N = 3,110</b>
Past caller	*	12.9%
Employer/worksites	*	1.4%
Health care provider	*	17.0%
Television	*	23.9%
Outdoor advertisement (billboard/bus/wall)	*	4.9%
Targeted mailing	*	0.2%
Great Start	*	6.2%
Radio	*	1.1%
Newspaper/Magazine	*	1.7%
Brochure/Newsletter	*	5.2%
Family or friend	*	21.5%
Health Department	*	3.0%
School	*	0.9%